

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

May 19, 1998

RJR Account #356150  
Mr. H. Bowen  
LAVIN CANDY CO.

**JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750**

Dear Harry:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-sleeved' product.) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**  
Ship Date to Retail: **Week of: July 13, 1998**

**Displays (Item #542810)**  
**SKU CUBE:** 1.6113  
**SKU WT (w/o Product):** 3.2200 lbs  
**Retail Sales Offer per Sku:** 20 units

**Billing per Sku:** 4 Cartons  
**EFT \$ Amount:** \$1,060.47

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

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\$1.00 Off 2-Pack Tear Tape  
LAVIN CANDY CO.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units;

- 1 Carton: *Winston Box*
- 2 Cartons: *Winston Light Box*
- 1 Carton: *Winston Ultra Lt Box*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**Refer to enclosed 'Wholesaler Packing Instructions' for Display Load**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162301

L. E. MacWilliams

Encl: Retail Customer List  
Wholesaler Packing Instructions  
Winston Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 1

DATE: 98-05-20

TIME: 02:22 PM

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>  
 TEMPLATE : 800750 80700 WIN JUL S1/2-NO  
 TEMPLATE SEQ : 0916  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDALE	NY	12913	1				(518) 891-1890
162201		209956	VARIN'S MARKET	MAIN STREET	ELLENBURG DEPO	NY	12935	1				(518) 594-3972
162201		678261	NEPHEW'S GROCERY	PO BOX 160	WEST CHAZY	NY	12992	1				(518) 493-4331
162201	162323	619806	CODY'S GROCERY	2946 MILITARY TUR	WEST CHAZY	NY	12992	1				(518) 561-6858
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAKE	NY	12983	1				(518) 891-2485
162301	162323	177788	CHUCK WAGON	121 BRINKERHOFF S	PLATTSBURGH	NY	12901	1				(518) 563-6300
162301		799255	BETTY BEAVERS TRKST	GARVEY MILL RD	LEWIS	NY	12950	1				(518) 793-2083
162301		804482	MEACHEM MOBIL	64 S MAIN ST	PORT HENRY	NY	12974	1				(518) 546-7888
162301	162323	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	1				(518) 563-6921
162301		735461	SAMPLES	2245 STATE ROUTE	MOORESB	NY	12958	1				(518) 236-5002
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996	1				(518) 963-8612
162301	162323	177844	FRECHETTES GROCERY	266 MARGARET ST	PLATTSBURGH	NY	12901	1				(518) 563-1920
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901	1				(518) 563-6061
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FALLS	NY	12985	2				(518) 643-8028
162301	162323	226793	LEWIS TRADING POST	ROUTE 9N	LEWIS	NY	12950	1				(518) 873-9935
162301	162323	402300	ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY	12901	1				(518) 561-9369
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1				(518) 561-6788
162301		619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901	1				(518) 561-4411
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1				(518) 963-7277
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	2				(518) 563-8220
162301		766875	BUCK'S DISCOUNT CTR	6900 ROUTE 22	PLATTSBURGH	NY	12901	1				(518) 561-7730
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY	12962	1				(518) 561-8500
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	1				(518) 298-3050
162302	162320	508066	SHARKEY'S II	WICKER STREET	TICONDEROGA	NY	12883	1				(518) 585-3577
162302	162320	768966	SHARKEY'S I	MONTCALM	TICONDEROGA	NY	12883	1				

PAGE BREAK TOTAL ACCOUNTS 25 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 25 TOTAL QUANTITY 27

\*\*\*\*\* END OF REPORT FOR PROMOTION 800750 \*\*\*\*\*

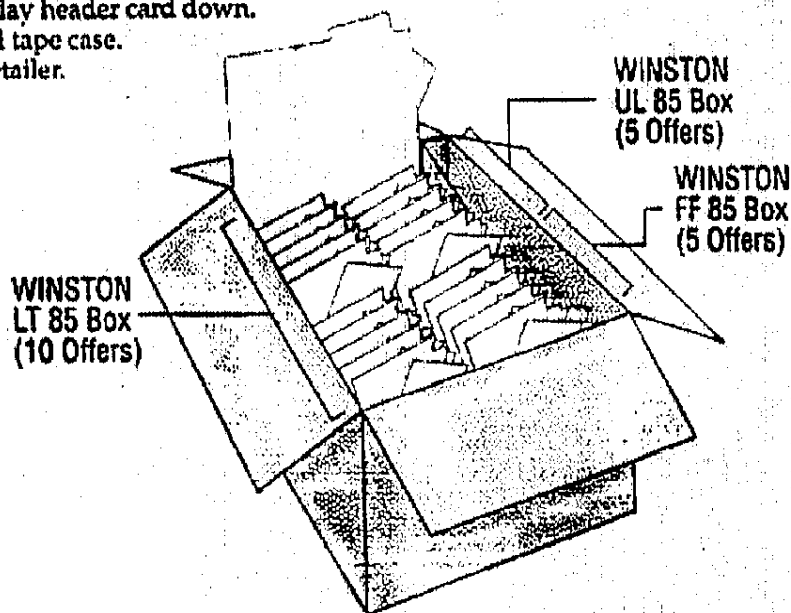
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**WHOLESALE PACKING INSTRUCTIONS**
**VALUE ADDED PROMOTION**
**3RD QTR. '98**

# July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

**STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL \$1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of cartons	1	2	1			

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 5/11/98

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